# Trends, Issues and Opportunities in Western European Customer Services

Ken Carter
Senior Consultant
Customer Service Programme
INPUT

# Customer Services Opportunities

- Quality
- Single source
- Total solution
- Software support
- Professional services

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Notes

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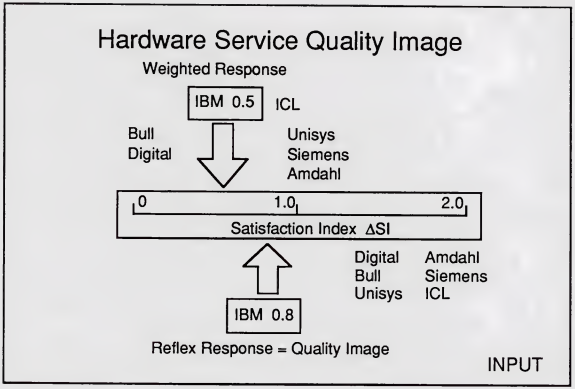


Notes



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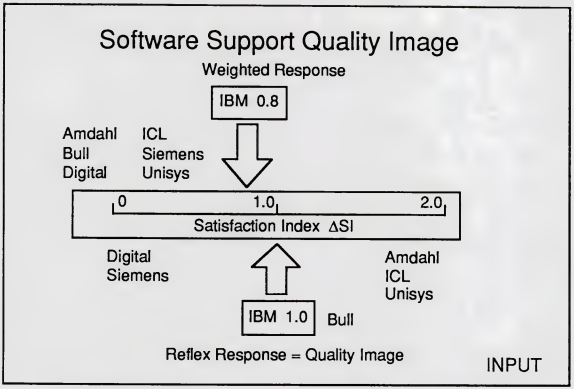


Notes

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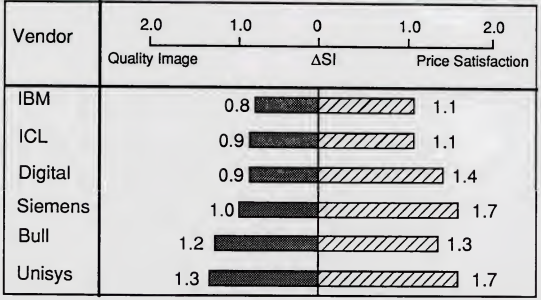
## Price/Quality Relationship—Hardware Service

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Notes

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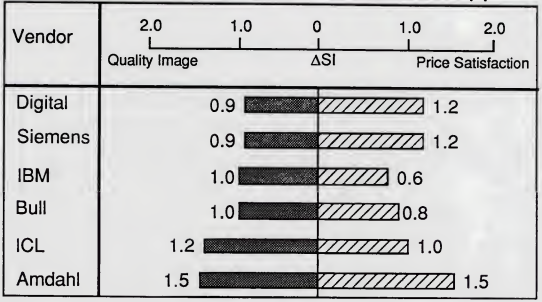
## Price/Quality Relationship—Software Support

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Notes

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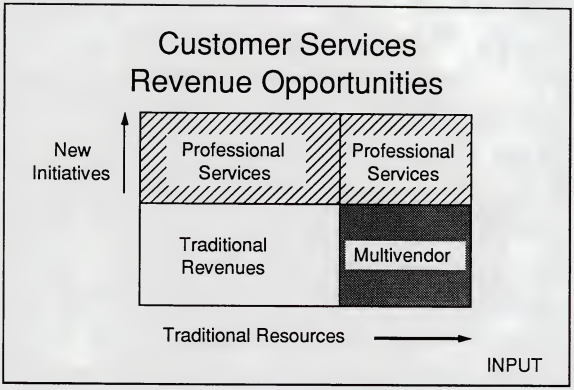


Notes

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## User Single Source Service Preference

| | Percent | |
|---|---|---|
| | 1989 | 1988 |
| Preference for Single Source Service | 78 | 68 |
| Principal System Supplier | 85 | 88 |
| Another System Supplier | 10 | 5 |
| Other | 5 | 7 |

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Notes

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# Vendor Single Source Strategies

- 90% single source
- Total solution
  - Communications
  - Office equipment
  - Professional services

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# Software Support Opportunities

- Systems
- Applications
- Individual software support pricing

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Notes

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# Professional Services

- Interest increasing
- Penetration increasing

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Notes

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# Professional Services

- Market forces
  - High interest
  - Promotion

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Notes

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# Professional Services

- Market factors
  - Missionary marketing
  - Vendor capability and resources
  - Integrity and security

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# Professional Services

- Market inhibitors
  - Preconceptions
  - Resistance

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Notes

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# Professional Services Opportunities

- Main user requirements
  - Disaster recovery
  - Consultancy
  - Software evaluation
  - Cabling
  - Problem management

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Notes

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FAX TRANSMITTAL FORM

# INPUT

PICCADILLY HOUSE
33/37 REGENT STREET, LONDON SW1Y 4NF
TEL: (01) 493 9335 TELEX: 27113
FAX (01) 629 0179

DESTINATION : INPUT MV

FAX NUMBER : 0101 415 961 3966

ATTENTION : A JERIS

Telephone Number/Location

NUMBER OF PAGES: 1 of 8

CONFIDENTIAL CORRESPONDENCE: YES ✓ NO

URGENT : YES ✓ NO

DESCRIPTION

REF MY IBM PRESENTATION (FAX FRI 3 NOV) I HAVE REVIEWED THE SLIDES WITH PETER LINES. RESULT IS SOME CHANGES THAT SIMPLIFY THE SLIDES — GOOD NEWS FOR YOU. COPY OF SLIDES MODIFIED IS ATTACHED.

Many Thanks

Ken

**********

FROM : KEN CARTER

DATE : 6 NOVEMBER 1989

INPUT:

Project Charge Code: CSPE

FROM INPUT LTD

FAX TRANSMITTAL FORM

# INPUT

PICCADILLY HOUSE
33/37 REGENT STREET, LONDON SW1Y 4NP
TEL (01) 493 9333 TELEX 2113
FAX (01) 629 3179

DESTINATION : INPUT MV

FAX NUMBER : 0101 415 961 3966

ATTENTION : ANDREA JERIS

Telephone Number/Location _____

NUMBER OF PAGES: 1 or 16

CONFIDENTIAL CORRESPONDENCE: YES _____ NO ✓

URGENT : YES ✓ NO _____

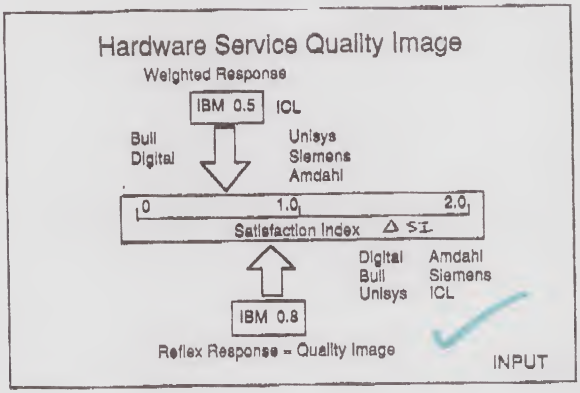
DESCRIPTION

- ANDREA, AS WE DISCUSSED, MY SLIDE REQUIREMENTS FOR A PRESENTATION TO IBM EUROPE.
- I NEED HARD COPY BY 15 NOVEMBER (IN LONDON) SO IBM CAN INCLUDE IN CONFERENCE HAND OUT (I NEED TO GET THEM TO BRUSSELLS BY 17 NOVEMBER.
- IF ANY OF THE SLIDES ARE TOO COMPLEX (I HOPE NOT) PLEASE CALL AND I WILL SIMPLIFY. MANY THANKS [illegible]

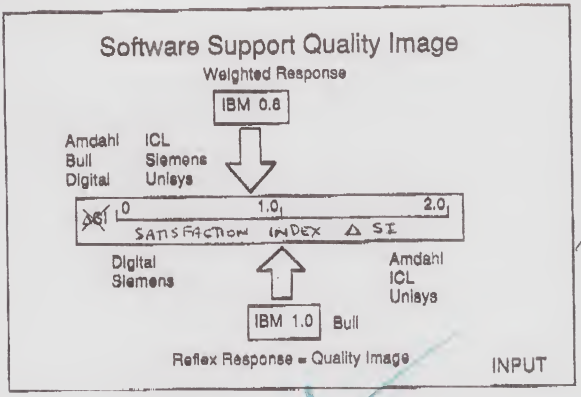
PS. JUST RECEIVED SERVICE UPDATE, LOOKS REAL GOOD - WELL DONE

FROM : KEN CARTER

DATE : 3 NOVEMBER 1989


Hardware Service Quality Image
Weighted Response
IBM 0.5
ICL
Bull
Digital
Unisys
Siemens
Amdahl
0
1.0
2.0
Satisfaction Index
Δ SI
Digital
Bull
Unisys
Amdahl
Siemens
ICL
IBM 0.8
Reflex Response = Quality Image
INPUT

Notes




Notes

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FAX TRANSMITTAL FORM

# INPUT

PICCADILLY HOUSE
33/37 REGENT STREET, LONDON SW1Y 4NF
TEL: (01) 493 9335 TELEX: 27113
FAX: (01) 629 0179

DESTINATION : INPUT MV

FAX NUMBER : 0101 415 961 3966

ATTENTION : CALVIN WADE

Telephone Number/Location

NUMBER OF PAGES: 1 of 3

CONFIDENTIAL CORRESPONDENCE: YES ____ NO ✓

URGENT : YES ✓ NO ____

DESCRIPTION

- TWO MINOR CORRECTIONS FOR MY SLIDES. MY ERROR NOT YOURS
- MANY THANKS FOR LIGHTNING RESPONSE
- PLEASE GO AHEAD WITH FINAL SLIDES AND HARD COPY
- YOU SHOULD BE AWARE THESE SLIDES ARE NOT FOR THE INPUT CONFERENCE BUT A SPECIAL PRESENTATION TO IBM

MANY THANKS & BEST REGARDS

**********

FROM : KEN CARTER

DATE : 7 NOVEMBER 1989

INPUT:

Project Charge Code: CSPI

INPUT LTD. [illegible] CUNNINGHAM [illegible] HOCKING [illegible]
[illegible] BUILDING FETTER LANE, LONDON [illegible]
Registered in England No. [illegible]

TRENDS, ISSUES AND OPPORTUNITIES

IN

WESTERN EUROPEAN CUSTOMER SERVICES

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KEN CARTER
SENIOR CONSULTANT
CUSTOMER SERVICE PROGRAME
INPUT EUROPE

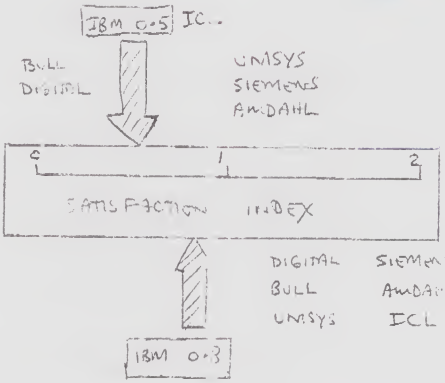
CUSTOMER SERVICES OPPORTUNITIES

- QUALITY
- SINGLE SOURCE
- TOTAL SOLUTION
- SOFTWARE SUPPORT
- PROFESSIONAL SERVICES

2

HARDWARE SERVICE QUALITY IMAGE

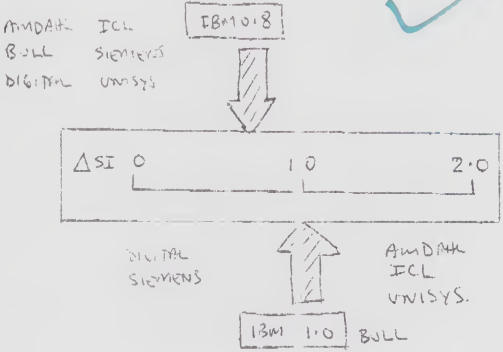
WEIGHTED RESPONSE




REFLEX RESPONSE = QUALITY IMAGE

SOFTWARE SUPPORT QUALITY IMAGE

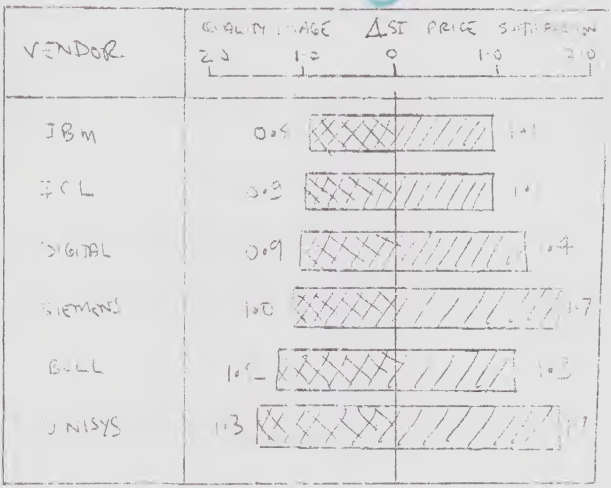
WEIGHTED RESPONSE




REFLEX RESPONSE = QUALITY IMAGE

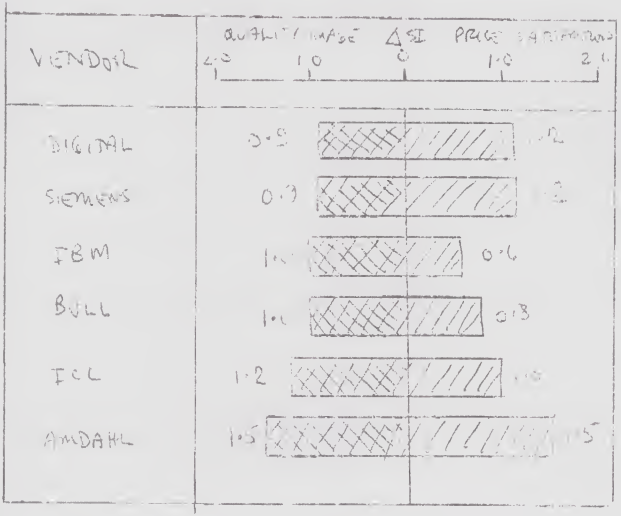
PRICE / QUALITY RELATIONSHIP

HARDWARE SERVICE



PRICE / QUALITY RELATIONSHIP

SOFTWARE SUPPORT



CUSTOMER SERVICES REVENUE OPPORTUNITIES

# USER SINGLE SOURCE SERVICE PREFERENCE

| | | PERCENT | |
|---|---|---|---|
| | | 1989 | 1988 |
| PREFERENCE FOR SINGLE SOURCE SERVICE | | 78 | 68 |
| WHO THAT VENDOR SHOULD BE | PRINCIPAL SYSTEM SUPPLIER | 85 | 88 |
| | ANOTHER SYSTEM SUPPLIER | 10 | 5 |
| | OTHER | 5 | 7 |

8

SINGLE SOURCE SERVICE PREFERENCE

| | | PERCENT |
|---|---|---|
| USERS WITH PREFERENCE FOR SINGLE SOURCE SERVICE | | 78 (68) |
| WHO THAT VENDOR SHOULD BE | MAIN HARDWARE SUPPLIER | 85 (88) |
| | ONE OF THE HARDWARE SUPPLIERS | 10 (5) |
| | OTHER | 5 (7) |

1989 DATA ( ) = 1988

# VENDOR SINGLE SOURCE STRATEGIES

- 90% [redacted] SINGLE SOURCE
- [redacted] TOTAL SOLUTION.
  - [redacted] COMMUNICATIONS
  - [redacted] OFFICE EQUIPMENT
  - [redacted] PROFESSIONAL SERVICES

9
(REV)

VENDOR SINGLE SOURCE STRATEGIES

- 90% OF VENDORS HAVE OR ARE PLANNING SINGLE SOURCE
- SINGLE SOURCE IS EVOLVING INTO TOTAL SOLUTION.
  - BY INCLUDING COMMUNICATIONS AND OFFICE EQUIPMENT
  - ALIGNMENT OF PROFESSIONAL SERVICES

SOFTWARE SUPPORT OPPORTUNITIES

- [illegible] SYSTEMS [illegible]
- APPLICATIONS [illegible]

- [illegible]

INDIVIDUAL SOFTWARE SUPPORT PRICING

10

(REV)

SOFTWARE SUPPORT OPPORTUNITIES

- ALIGNMENT OF SYSTEMS AND APPLICATIONS SOFTWARE SUPPORT

- VENDORS ARE CONFUSED AND USERS EVENLY SPLIT OVER BUNDLED OR INDIVIDUAL SOFTWARE SUPPORT PRICING

PROFESSIONAL SERVICES

- INTEREST INCREASING
- PENETRATION INCREASING

11

CUSTOMER SERVICES

PROFESSIONAL SERVICES

- USER LEVELS OF INTEREST ARE INCREASING

- MARKET PENETRATION IS INCREASING

11

PROFESSIONAL SERVICES

- MARKET FORCES
  - HIGH INTEREST [illegible]
  - PROMOTION [illegible]

[illegible]

12
(REV)

PROFESSIONAL SERVICES

- MARKET FORCES
  - HIGH INTEREST INDICATES OPPORTUNITY
  - PROMOTION STIMULATES INTEREST
  - LOW INTEREST IS NOT AN INHIBITOR

12

PROFESSIONAL SERVICES

- MARKET FACTORS
  - MISSIONARY MARKETING
  - VENDOR CAPABILITY AND RESOURCES
  - INTEGRITY AND SECURITY

13

(REV)

PROFESSIONAL SERVICES

- MARKET DRIVERS
  - MISSIONARY MARKETING
  - VENDOR CAPABILITY AND RESOURCES
  - NEEDS OF INTEGRITY AND SECURITY

PROFESSIONAL SERVICES

- MARKET INHIBITORS

— VBER PRE-CONCEPTIONS
— AND RESISTANCE

14
(REV)

PROFESSIONAL SERVICES

- MARKET INHIBITORS

  - USER PRE-CONCEPTIONS AND RESISTANCE

PROFESSIONAL SERVICES OPPORTUNITIES

- MAIN USER REQUIREMENTS
  - DISASTER RECOVERY
  - CONSULTANCY
  - SOFTWARE EVALUATION
  - CABLING
  - PROBLEMS MANAGEMENT